

**14th Global Conference on Business and Social
Sciences 2022**



Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

28-29 December 2022

**G Hotel Gurney Penang,
Malaysia (online & In Person)**



The Global Academy of Training & Research (GATR), Malaysia, in collaboration with premier international institutions, including the University of Prešov (Slovakia), University of Kelaniya (Sri Lanka), University of Brawijaya (Indonesia),

Czestochowa University of Technology (Poland), Cairo University (Egypt), Kalasalingam University (India), and publishing partners Elsevier (UK) and Inderscience (Switzerland), successfully organized the 14th Global Conference on Business and Social Sciences (GCBSS). Held in a hybrid format at G Hotel Gurney, Penang, Malaysia, the conference convened scholars and practitioners worldwide against the backdrop of Penang's dynamic cultural and economic landscape. This dual-mode event facilitated unparalleled access to cutting-edge research dialogues, blending the energy of in-person networking with the inclusivity of virtual participation.

The 14th Global Conference on Business and Social Sciences (GCBSS), organized by the Global Academy of Training & Research (GATR) in collaboration with leading international institutions, successfully bridged physical and virtual participation at G Hotel Gurney, Penang. This hybrid gathering advanced the conference's tripartite mission to stimulate global research collaborations, elevate academic rigor, and promote Malaysia's scholarly leadership, while fostering interdisciplinary dialogues on pressing societal challenges.



The **14th GCBSS 2023** opened with a thought-provoking address by **Dr. Kashan Pirzada**,



Chairman of the GATR Advisory Board, framing the conference as a critical platform addressing **post-pandemic challenges** and **global digital transformation**.

Highlighting the unique synergy between physical and virtual participants, he envisioned the event as "a borderless forum for 21st-century scholarship" that transcends traditional academic boundaries. Dr. Pirzada emphasized GCBSS's role as an **incubator for actionable solutions**, urging attendees to forge cross-sector partnerships that bridge research and real-world impact across industries and communities.

Plenary speaker Professor Dr. Gabriel A. Moens (Emeritus Professor, University of Queensland, Australia) delivered a thought-provoking address critiquing how "**research grant mania**" distorts academic values. As a featured plenary presenter, he asserted that current systems **overemphasize grant acquisition** as a performance metric, disproportionately rewarding **administrative savvy** over **scholarly depth** in



promotions and research agendas. His analysis highlighted how this paradigm: prioritizes **income-driven projects** over intellectually significant work, devalues **curiosity-driven inquiry** and damages academic morale. The plenary session culminated with his stark assessment, that grant metrics constitute "**a grossly inaccurate method of evaluating research performance**", prompting vigorous discussion among attendees about reforming academic incentive structures.

Sheren Lanardi (BINUS Business School Undergraduate, Jakarta, Indonesia) presented her quantitative study **The Effect of Product Quality and Price Fairness on Customer Loyalty**



with Customer Engagement as Intervening Variable on Local Skincare in Indonesia.

Analyzing 171 skincare users through SPSS path analysis, the research found: (1) product quality and price fairness significantly affect customer engagement and loyalty

directly, (2) product quality alone doesn't directly impact loyalty but does through engagement mediation, while (3) price fairness shows no mediated effect. The study uniquely bridges prior research gaps by testing these variables simultaneously with engagement as mediator, demonstrating how Indonesian local skincare brands build loyalty through quality, fair pricing, and active customer engagement strategies.

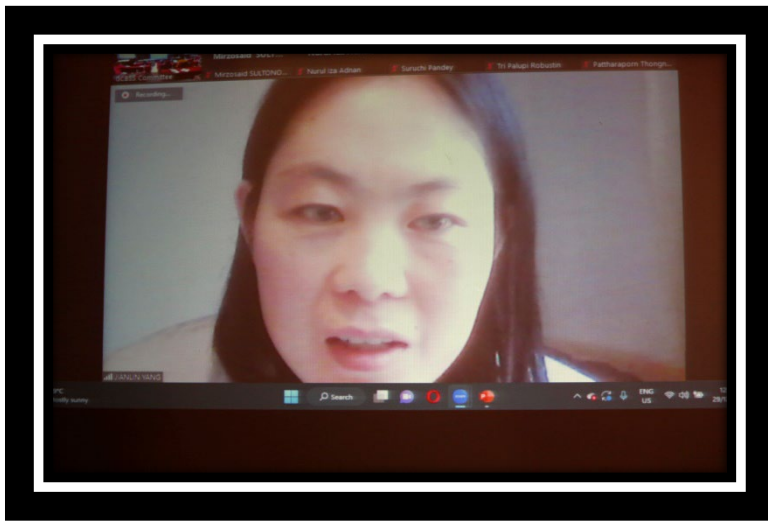
Dr. Omar Jawabreh (The University of Jordan) presented his study **A Study of the Expectation and Perception of Customers in Restaurants Classified In Aqaba Special Economic Zone Authority (ASEZA),**

examining service quality gaps in Aqaba's restaurant industry. Using the SERVQUAL scale with 180 valid responses from 240 patrons, the research measured discrepancies between expected and perceived quality across five dimensions: tangibility, reliability, responsiveness,



assurance, and empathy. Statistical analysis (t-tests, regression, ANOVA) revealed significant negative gaps in all dimensions with perceived service quality consistently falling short of customer expectations. These findings provide empirical evidence for ASEZA restaurants to prioritize quality improvements, particularly in reliability and responsiveness where the largest gaps were observed. The study offers a replicable framework for assessing service quality in special economic zones.

Dr. Jianlin Yang (Chiang Mai University, Thailand) presented her study **The Politics of Preferential Policy in an Ethnically Diverse School**, examining China's multicultural "preferential policy" in education through a critical pedagogy lens. Focusing on a Yunnan



school's Dai-language curriculum, her ethnographic research, using interviews with principals, teachers, and students, along with non-participant observation, revealed that while Dai pupils received instruction in their language, history, and values (strengthening identity

preservation), the exclusion of other ethnic groups in the curriculum contradicted multicultural principles and perpetuated educational disparities. The study highlights tensions between targeted ethnic policies and inclusive multiculturalism in practice.

Prof. Dr. Muammer Ozer (City University of Hong Kong) presented his study **Innovation as a Delicate Process of Balancing Conflicting Internal and External Demands**, examining

the complex negotiation process companies undergo during innovation development. The research empirically demonstrates how organizations must reconcile competing internal priorities with equally divergent external stakeholder expectations (customer utility vs. investor ROI timelines). Through systematic



analysis, the study reveals how successful innovation emerges not from eliminating these tensions, but from strategically balancing them throughout the development process. These findings provide managers with a framework for navigating inevitable trade-offs when implementing innovative initiatives.



The conference concluded with an insightful workshop on **Publishing in High-Impact ISI Journals**, delivered by **Professor Gabriël A Moens**, which provided researchers with essential guidance on navigating academic publishing. The session covered critical aspects including **journal selection criteria**, **effective manuscript preparation**, **strategic responses to reviewer comments**, and **adherence to ethical standards**, while introducing practical tools to enhance publication success. Professor Moens' expertise offered attendees a **comprehensive roadmap** for submitting competitive manuscripts, making this workshop a valuable resource for both emerging and established scholars aiming to elevate their research impact.

Professor Dr. Gabriel A. Moens delivered the conference's closing vote of thanks, expressing sincere appreciation to all participants, organizers, and contributors for making the **14th GCBSS in Penang** a resounding success. He highlighted how the **hybrid format** enabled vibrant global discussions and paid special tribute to the organizing teams and early-career researchers whose dedication made the event possible. With an inspiring conclusion, he urged attendees to sustain the interdisciplinary collaborations initiated during these productive days in Malaysia.



The conference organizers express profound gratitude to all **distinguished plenary speakers** and **engaged participants** whose intellectual contributions, through **groundbreaking presentations, lively discourse, and active collaboration**, elevated this global gathering in Penang to new heights of academic excellence. Particular recognition is accorded to the **diligent students and researchers from the University of Malaya**, whose scholarly commitment and operational support proved indispensable to the event's success. The Global Academy of Training and Research extends its sincere appreciation for the **collective dedication** that transformed this conference into a vibrant crucible of knowledge exchange and interdisciplinary partnership.

14th GCBSS 2022 TOTAL ACCEPTANCE RATE

GATR CONFERENCES 10 YEARS OF EXCELLENCE	GATR ACCEPTED PAPERS	ACCEPTANCE RATE %
2013	389	35.41
2014	302	31.97
2015	507	38.57
2016	239	39.3
2017	543	42.27
2018	230	37.76
2019	298	46.48
2020	197	40.12
2021	153	39.23
2022 (13th & 14th GCBSS)	203	48.44
2023 (15th GCBSS)	275	40.02
Average	303	39.96



Held later in **2022**, the **14th GCBSS** built upon the strong foundation set earlier in the year by the **13th edition**. The combined data for both conferences shows a total of **203** accepted papers for the year, with an acceptance rate of **48.44%**, well above the 10-year average of **39.96%**. While separate figures for each edition are not disaggregated, this overall performance suggests sustained academic interest and high-quality submissions throughout the year. The **14th GCBSS** continued to serve as a platform for sharing innovative research and fostering international academic collaboration within the **GATR network**.

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